



f&b concepts + solutions

FOR IMMEDIATE RELEASE

## **dwp | next signs exclusive agreement with MEGU to create 'MEGU Lifestyle Concept' and represent MEGU Restaurants in Asia and Europe**

*dwp | next (www.dwp-next.com) has entered into an exclusive agreement with world-renowned Japanese restaurant MEGU, to create the 'MEGU Lifestyle Concept' interior design and represent MEGU Restaurants throughout Asia and Europe.*

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Bangkok-based consultancy **dwp | next** now holds exclusive rights for the creation of the 'MEGU Lifestyle Concept' and to represent MEGU Restaurants throughout Asia and Europe.

**dwp | next** provides food and beverage lifestyle concepts, design and innovative solutions, and plans to open MEGU Restaurants at select hotels, as well as free-standing locations.



"**dwp | next** prides itself on working with prestigious companies, who are recognised among the best in their respective fields of expertise. There is no finer example of unique, contemporary Japanese cuisine than given by MEGU, with whom we are extremely pleased to be partnering. We are excited about working with MEGU, in order to conceptualise and create their lifestyle restaurant brand," commented **dwp | next** CEO, Russell Paine, on this exclusive agreement with Food Scope America.

### **About MEGU:**

Meaning 'blessing' in Japanese, **MEGU** presents modern Japanese cuisine, as well as sushi and *sumibi aburiyaki* - a grilling technique, using *bincho-tan*, a special charcoal found only near Kyoto and prized for its superior purifying properties. The **MEGU** brand is centred on high quality that delivers exceptional service and environments, with outstanding food and creative design. Both **MEGU's** menu and design concept are a blend of traditional and modern Japanese elements. The overall décor is filled with customary Japanese interior accents, complimented with a contemporary ambiance. **MEGU** cuisine is a harmony of fine and rare ingredients from around the world. Authentic and avant-garde Japanese ingredients are combined to suit every palate.

**MEGU** specialises in highly refined selections of hand-made Tofu, fresh organic edamame and authentic smelts, flown in from all parts of Japan. Other Japanese condiments such as salt, soy sauce and 6 varieties of miso are also carefully selected, special for **MEGU** cuisine.

On 7<sup>th</sup> May 2012, MEGU NEW YORK received the very rare and coveted International Six-Star Diamond Award, in front of hundreds of elite guests and media (including celebrities, such as Anne Hathaway, Donald Trump Jr., Miss Universe, Miss USA, and many more), attending the awarding ceremony. Bestowed by the American Academy of Hospitality Sciences (AAHS), this honour marks the first time an award of such calibre has been presented to a business dedicated to Japanese hospitality.

Established in 2004, MEGU New York is the flagship restaurant to four additional MEGU restaurants. These restaurants are located around the world, making it an international icon of Japanese heritage and culture.

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**Note to Editors:** **dwp | architecture + interior design** - From small, voracious, entrepreneurial beginnings, since 1994, dwp has flourished into an award-winning, one-stop integrated design service, with global reach. Even in the most challenging of locations, over 450 multi-cultural professionals work together to deliver architecture, interior design, planning consultancy and project management, across borders, to the highest international standards. With currently 12 offices in 10 different countries, dwp presents its finest iconic designs time and again. For more info, visit [www.dwp.com](http://www.dwp.com).

**About dwp | next:** **dwp | next** provides dedicated vertically integrated F&B solutions, individually tailored to the specific needs of each hospitality client. From feasibility studies through to completed project delivery, dwp | next provides F&B consultancy and design services to the highest international standards around the globe. **dwp | next** presents the necessary experience and demonstrates the unwavering capabilities, to exceed client expectations and remains a trusted partner to the hospitality industry. For more info, visit [www.dwp-next.com](http://www.dwp-next.com).

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